

Erik Olsson

The importance of being found where the customers are

Offering its customers the best possible final price is one of the core offerings of **Erik Olsson's** market strategy. In order to reach the best possible price, Erik Olsson realized that traditional channels no longer offered the desired effect. In order to really attract speculators, the agency needed to be found where the customers are.

The Results

Data from Adfenix Analytics, period - jan - jun 2021.

10.8M

unique views into the listings ads

805.000

additional visitors to erikolsson.se

+81%

more leads than unboosted listings

Still Best-in-class

By strategically working with digital campaigns via Adfenix, Erik Olsson once again managed to maintain the leading position in terms of highest prices, when it comes to their customer's listings*. A simple comparison showed a +81% increase in leads for listings being filtered through Adfenix platform.

✓ **13X Better results compared to industry average****

*Source: <https://www.erikolsson.se/om-oss/bast-betalt/om-uc>

**Facebook Ad Benchmark for Real Estate, 0.99%.

About Erik Olsson

Erik Olsson started in 1997 with an idea to challenge the industry's conventions. To think new instead of doing like you always have done.

To work methodically and proactively instead of just advertising and be waiting. The ambition was to offer a modern brokerage service that minimizes the anxious tingling in the stomach for all parties involved.

Company Size 9 offices, 200+ employees

Location Sweden, larger cities

Products Adfenix Platform



We needed a tool to keep up with the future.

Our marketing department has been trying out various solutions but there was an easy choice to get started with Adfenix.

Martin Arup – Franchise Owner, Erik Olsson, Malmö Väster

75 000 +

Agents around the globe have chosen Adfenix to reach, engage, and convert their audiences.